



## **The Humane Society of the United States' Cool vs. Cruel 2009 Fifth Annual Fashion Design Competition for Art Institutes Students**

### **The Concept:**

Improve on a well-known label or designer's garment by making it fur-free!

### **The Assignment:**

Can you design and create an evening wear, outerwear or suit garment that highlights modern cruelty-free alternatives to animal fur? Use key elements from one of four provided runway designs from well-known labels or designers as inspiration for your own animal-friendly creation. Be careful not to simply recreate one of the garments, as the judges are looking for creative reinterpretations. Your design must utilize only non-animal derived materials.

The four designs will be available for viewing starting July 1, 2009 at [www.coolvscruel.org](http://www.coolvscruel.org).

### **The Fur-Free Campaign**

The Humane Society of the United States (HSUS) is the nation's largest animal protection organization. Our mission is to create a humane and sustainable world for all animals, including people through education, advocacy and the promotion of respect and compassion.

Over 75 million animals are killed each year by the fur industry. These animals suffer immensely on fur factory farms and in cruel traps--all for the sake of fashion. Our Fur-Free campaign works with the fashion community to raise awareness about the cruelty of fur and the abundance of humane alternatives through outreach to designers, schools, retailers and consumers. On behalf of our over 11 million members and supporters, we are thrilled to celebrate compassionate creativity and talents of students attending Art Institutes schools across the nation.

### **Design Categories:**

Women's evening wear, outerwear and suits.

### **Overview:**

Any student enrolled for the 2009 Summer Quarter in an Art Institutes school Fashion Design , Fashion Marketing & Management and/or Fashion Retail Management program may enter the competition. Designs and all other entry requirements should be submitted to the school's Academic Director for Fashion or their designee by September 25, 2009.

The Fashion Department of each participating Art Institutes school will select one local first place winner whose design will go on to represent that school in the national competition. All local winners will be determined by October 2, 2009.

The complete local winning entry should be sent to:

The Art Institute of New York City  
Attention: Fashion Academic Director  
75 Varick St.  
16<sup>th</sup> Floor  
New York, NY, 10013

One local winning entry at each participating school should be sent by the Fashion Academic Director or Public Relations Director for national judging. The garment must arrive at The Art Institute of New York City by October 9, 2009.

The winners in the national competition will be determined by a panel of industry professionals by October 23, 2009. The winners in the national competition will be notified by October 26, 2009. All decisions are final and may not be disputed.

All entries must adhere to the entry guidelines as listed below. Incomplete entries will not be accepted. The Art Institutes and The Humane Society of the United States are not responsible for any lost or stolen entries.

**Awards:**

- Grand Award Winner: <sup>1</sup>All-expenses-paid trip to New York City for an awards ceremony in November 2009 (date to be determined, and subject to change) and an all-expense-paid five day internship opportunity (TBD) in New York City with an acclaimed designer involved with The Humane Society of the United States' Fur-Free Campaign; Announcement in HSUS press release and web story.
- Second place winner will receive a \$600 cash award.
- Third place winner will receive a \$400 cash award.
- Finalists from participating schools will receive an official certificate of participation from HSUS.

**Each entry must contain:**

1. An 11"x17" board of your design sketch.
2. All garment pieces must be marked with permanent identifier inside the item with your entry number or name.
3. Process book to include: typewritten essay (minimum of 250 words) describing what you have learned about fur production and cruelty-free alternatives to animal fur, what you plan to do once you earn your degree, your vision for your garment, inspiration for the chosen materials and listing of all materials used.
4. Your designed entry sized for model size 6.
5. An inventory form of all pieces enclosed.
6. A completed entry/release form.
7. A CD containing eight high resolution images of your garment that demonstrate how you would like it to be displayed should you be chosen the local first place winner. The

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<sup>1</sup> HSUS will cover costs for a round-trip flight ticket to New York City and hotel room rate and tax for one night (if necessary, two nights) for the awards ceremony. For the internship, HSUS will cover costs for a round-trip flight ticket, hotel room rate and tax for the duration of the internship and a per diem.

images should conform to the following: four full form shots (front, back and both sides); two close-ups; and two additional shots of your choice highlighting the uniqueness of your garment. The garment must be photographed on a dress form.

*Note: Ensure the photographs clearly and accurately represent the garment as these photographs will be utilized in the national judging.*

***Incomplete entries will not be accepted and will be disqualified.***

**Rules:**

- To enter the competition, all students must work within the specific deadlines and criteria established by The Humane Society of the United States.
- All entries must be submitted by and represent the original work of students who are registered in an approved Art Institutes school fashion program in the United States or Canada for the 2009 Summer Quarter.
- **The garment must not contain any animal products of any kind (including silk or wool).**
- Garments must be photographed on a dress form to enter the national competition. Any other presentation, including on a model or mannequin, will not be accepted.
- Entry constitutes permission to use winners' names and photographs of the design entries for press, web exposure and press relations on behalf of The Humane Society of the United States and The Art Institutes. An appointed jury will conduct the judging.
- Winners will be judged on originality of materials, creativity of their reinterpretation, and technical understanding of garment construction. The judges must be able to tell from which of the four designs the garment draws from.
- Prizes are non-transferable and not redeemable for cash. Prizes are subjects to change at sponsors' discretion.
- All decisions made by judges are final and may not be disputed.
- Incomplete entries will be disqualified.
- Local winning entries will not be returned, but will be showcased in an Arts Institutes school.
- Grand Prize Winner must be available to attend awards ceremony in the first or second week of November, 2009 in New York City. The grand prize winner will be notified by the end of October 2009. If the grand prize winner is not able to accept their prize and attend, the award will be forfeited and an alternate winner selected.

**Competition Timeline:**

**July 13, 2009** Summer Quarter Begins. Competition is launched as a class project where applicable. Any other eligible fashion students enrolled in an Art Institutes school not participating in the competition as a class project may also enter.

**July-September, 2009** HSUS's Fur-Free Campaign presents the competition at each participating school.

- September 25, 2009** Summer Quarter Ends. Competition deadline, entries should be completed and submitted to participating school for local level competition to take place.
- October 2, 2009** Bruce Dempsey/Ai should be notified of which contestant entries won at the local level competition at each participating Art Institutes school via [bdempsey@edmc.edu](mailto:bdempsey@edmc.edu)
- October 9, 2009** One first place local winning entry from each participating school should arrive at The Art Institute of New York City for national judging no later than October 15.
- October 23, 2009** National judging by a panel of industry professionals. The grand prize winner is determined.
- October 26, 2009** National winners will be notified by HSUS.
- November 2009** Press Event/Awards Ceremony in New York City.



**Cool vs. Cruel 2009 – Registration Form**

Entry Number (office Use Only): \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

School: \_\_\_\_\_ Date of Graduation: \_\_\_\_\_

Faculty Advisor: \_\_\_\_\_

Title and Department: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Category of Entry: (check one only)

Dress/Gown \_\_\_\_\_ Suit \_\_\_\_\_

I verify that this student is a registered student at our institution for the summer quarter 2009:

Faculty: \_\_\_\_\_ Date: \_\_\_\_\_

I verify that the above information is true and all work submitted is my original creation of design and composition.

Student: \_\_\_\_\_ Date: \_\_\_\_\_



**Cool vs. Cruel 2009 – Inventory Form (Submit with Entry)**

Registration Number: \_\_\_\_\_

Student Name: \_\_\_\_\_

School: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Description of all items enclosed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How many pieces? \_\_\_\_\_

Please list with content detail: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Notes on styling and dressing: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*\*For office use only\*\***

Entry checked in: \_\_\_\_\_

Date: \_\_\_\_\_

By Whom: \_\_\_\_\_ Location: \_\_\_\_\_

**The Humane Society of the United States' Cool vs. Cruel 2009  
Fifth Annual Fashion Design Competition for Art Institutes Students**



**Entry and Release Form Page 1 of 2**

By signing this form I certify that I have read and understood the competition rules and agree to abide by them. Consent for publication of photograph, artwork (including design competition entry), videotape, film, and/or verbal or written statements.

I give my consent to Education Management LLC (EDMC)/The Humane Society of the United States (HSUS) and to those whom it may authorize to photograph, film, and/or videotape me, and/or to use a photographic/digital reproduction of me or my artwork (including design competition entry), (with or without my name), to identify me by name and/or with school and employment information, and/or to quote or record statements made by me, for any editorial, promotional, advertising, trade, or other purpose whatever for EDMC/HSUS – except for testimonial and endorsement of product advertising for third parties for which a payment is received by EDMC/HSUS.

EDMC/HSUS and those whom it may authorize shall have the right to reproduce, distribute, and display – publicly, including on the Internet – photographs, film, videotape, statements, and quotes covered by this release, and to prepare derivative works. I understand that submissions to this competition are property of EDMC/HSUS and may be altered to allow for maximum use by HSUS as long as content and intent of piece are not altered. I understand that EDMC/HSUS is not responsible for unauthorized duplication/use by third parties on the Internet.

I understand that application or entry into the competition does not guarantee an award, prize or recognition. EDMC/HSUS may alter prizes as necessary, however unlikely, without notice to winning participant. Student(s) and/or participating members may not hold EDMC/HSUS or any of their partners responsible or liable for any indemnification as it relates to the competition. I understand that EDMC/HSUS are not responsible for any lost or incomplete entries. I understand that all decisions made by judges are final and may not be disputed.

I understand that if I should progress to the national level of the competition, my entry will not be returned.

INFORMATION (Please print):

\_\_\_\_\_  
Student

\_\_\_\_\_  
Your full name (as you would have it appear in print)

\_\_\_\_\_  
Name of The Art Institutes school you attend

\_\_\_\_\_  
Your program of study

\_\_\_\_\_  
Year you will graduate

**Entry and Release Form Page 2 of 2**

Description of submitted materials (testimonials, artwork, or image; for photographs, identify each and every person (with clothing references if necessary) and/or left or right listings): \_\_\_\_\_

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Your Address:

\_\_\_\_\_

Street

\_\_\_\_\_

City      State                  Zip

\_\_\_\_\_

Your phone number

\_\_\_\_\_

Your email address

**SUBMIT ENTRY AND RELEASE FORM TO:**

Your Local School PR Director or designee

The Art Institute of

Entries submitted without a completed release form will be disqualified.

**YOUR SIGNATURE:** Please sign inside box below.

**TODAY'S DATE:** \_\_\_\_\_